- **Online Testing**
  - Multiple Choice Testers 9/1 - present
    - 254 Testers MTD
      - Diversity Breakdown of Candidates entered into CRM (139):
        - Women: 26 (18.7%)
        - AA: 17 (12.2%)
        - API: 8 (5.8%)
        - Two or More Race: 10 (7.2%)

  - 8/1 - 8/31 MC Exam Pipeline Update
    - 520 Testers
      - 389 Passed MC
        - 205 Submitted PHS
          104 Passed
        - 74 Scheduled Department Interview
          - 18 Passed
        - 52 Scheduled Polygraph
          - 15 Passed
        - 12 Scheduled Medical
          - 3 Passed/Deferred
        - 3 Scheduled Psych
          - 2 Passed Psych

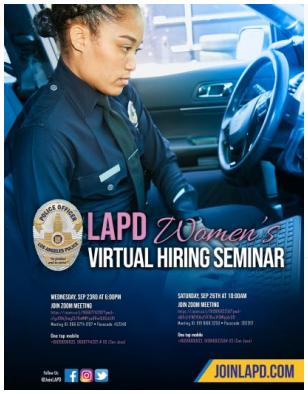
- **Organic Social Media**
  - 9/8 Newton Auto Detectives
    - Reach: 12,707
    - Likes: 1,650
    - Shares: 205
  - 9/9 Officer Enciso
    - Reach: 9,713
    - Likes: 1,840
    - Shares: 31
  - 9/10 Test Part Expiration FAQ
    - Reach: 7,037
    - Likes: 471
    - Shares: 19

- 9/11 Strength Takes Many Forms
  - Reach: 3,690
  - Likes: 197
  - Shares: 10
  - Views: 1,490
- 9/12 Lead the Charge for Change
  - Reach: 14,604
  - Likes: 2.640
  - Shares: 58

- **@JoinLAPD Social Media Followers**
  - 18,803 Followers on Instagram
  - 13,900 Followers on Facebook

- **9/7 - 9/13 In-house Paid Ads**
  - Detective IG Post Boost
    - Reach 4,926, Impressions 5,807, Landing Page Views 34, Cost $50.00
  - Spotify "Realize Your Impact" Campaign
    - Reach 33,187, Impressions 40,579, Clicks 70, Cost $612.75
  - Google Gmail Ad Highlighting the September 23rd Seminar
    - Reach N/A, Impressions 11,583, Landing Page Views 143, Cost $475.07

- **Virtual Women's Hiring Seminar Marketing**
  - Upcoming Seminars will be taking place on 9/23 and 9/26
    - Set up Zoom Meeting using Personnel Department Business Account
    - In addition to Gmail Ad campaign, we sent Email Blast invites to Female Candidates who have applied but not taken MC test since 5/1; and who have created a contact in CRM, but not yet submitted an application.
    - Eventbrite registrations as of 9/14: 509



Event	Sold	Gross	Status
SEP 23 — Los Angeles Police Department Women's Virtual Hiring Seminar Online event Wednesday, September 23, 2020 at 6:00 PM PDT	373 / 400	$0.00	On Sale
SEP 25 — City of Los Angeles Public Safety Recruitment Zoom Presentation Online event Friday, September 25, 2020 at 5:00 PM PDT	12 / 400	$0.00	On Sale
SEP 26 — Los Angeles Police Department Women's Virtual Hiring Seminar Online event Saturday, September 26, 2020 at 10:00 AM PDT	136 / 400	$0.00	On Sale

- **Text-It/Email Campaigns**
    - 9/10 Sent texts to 144 Candidates who have passed the PQE/MC, but not yet submitted their Personal History Statement

- **Graphic Design**
    - Updated JoinLAPD and myPD websites
    - Designed Social Media Posts for new Campaign
    - Photo editing for new campaign images